



Selma University

BACHELOR'S DEGREE IN BUSINESS



Mission Statement

Through an environment centered on faith, service, and a commitment to excellence, the Business Division provides a comprehensive educational experience that prepares and empowers future business leaders for the global community.

GOAL:

Through an environment that is both spiritual and academic, the business division seeks to provide learning opportunities that are immersed in technology, real world applications and extracurricular activities that promote service leadership to create future business leaders and managers that are knowledgeable of general business practices, ethical standards and servant leadership in the context of a digital and global society. In addition, the program prepares students for professional and graduate study as well as entry level positions in business and entrepreneurship.

The Division's goals and student learning outcomes for its degree programs are carefully aligned with the mission and vision of the institution. In addition, the goals and the outcomes are linked to the curriculum and to the evaluation instruments for each course.

The student learning goals focus on broad expectations of student achievement in terms of knowledge, skills, and attitudes. The goals are supported by specific degree-program learning outcomes that address "what" faculty expect students to have successfully mastered upon the completion of a course or the degree program. Each outcome is supported by a competency-based performance measure that demonstrates "how" students will show their proficiency. Proficiency is defined by success criteria.

Goal 1: Students will demonstrate proficiency in the general education core.

Goal 2: Students will demonstrate quantitative analytical skills to analyze and interpret business

information.

Goal 3: Students will demonstrate critical thinking skills to solve business problems.

Goal 4: Students will demonstrate an understanding of ethical, social responsibility, servant leadership and citizenship.

Goal 5: Students will demonstrate the knowledge to compete in a global business environment.

Goal 6: Students will demonstrate technological and computer literacy when performing business tasks.

Goal 7: Students will demonstrate the ability to individually and collaboratively present written and oral business information.

Goal 8: Students will demonstrate a general understanding of the functional areas of accounting, marketing, finance, management, economics, legal environment, and human resource management.

Goal 9: Students will demonstrate the ability to participate in the business world with a philosophy built on love and justice.

Student Learning Outcomes: In addition, specific student learning or course level outcomes have been developed to support the goals. Note: The course-level student learning outcomes focus on the skills and knowledge students will possess upon completion of the course (what students learn).

Through coursework in the general core requirements as well as management, marketing, strategic planning, and leadership, students will be able to:

1. Demonstrate mathematics and science knowledge and skills.
2. Demonstrate knowledge and skills associated with the language arts, social science
3. Demonstrate general knowledge and skills associated with cultural diversity, social and behavioral sciences.
4. Communicate business information effectively utilizing appropriate forms of oral and written communications
5. Apply statistical and quantitative skills in collecting, analyzing, and interpreting business data to make and justify evidence-based business decisions.
6. Apply critical and analytical thinking skills to identify and analyze business problems and to evaluate and implement solutions.
7. Identify the ethical implications associated with business practices and apply ethical principles to decision-making.
8. Explain cultural, economic, social and legal environments faced by organizations in global markets.
9. Use computer hardware, software, the Internet, cloud computing and other technological tools to perform business functions.
10. Perform basic functions of accounting in accordance with professional standards.
11. Explain how managers use and analyze managerial accounting information to make decisions.
12. Explain various economic principles and concepts fundamental to business.
13. Define and explain concepts, frameworks, and techniques of effective leadership/management.
14. Explain the legal and/or regulatory implications of business transactions.
15. Explain the issues involved with acquiring human resources including job

- analysis, human resource planning, equal opportunity law, recruitment, and selection.
16. Use financial analysis and budgeting concepts in decision-making.
 17. Use marketing information to design effective marketing strategies *
 18. Compare and contrast the various leadership and management styles and strategies.*
 19. Explain and define the principles of servant leadership

GOALS	STUDENT LEARNING OUTCOME (SLO)
GOAL 1	1, 2, 3,4
GOAL 2	10,
GOAL 3	5, 6,
GOAL 4	7, 14, 15
GOAL 5	8,
GOAL 6	9
GOAL 7	4
GOAL 8	11,12, 13,16,17,18
GOAL 9	19

Students will engage in the following activities to produce the student learning outcomes:

- Oral projects
- Written essays, Business plans and communications
- Simulations
- Case Studies
- Community meetings, such as Rotary Club, and board meetings
- Internships, shadowing and apprenticeships
- Design marketing for small businesses or their own small business
- Pitch campaign for real or fictitious business
- Current Events
- Field Experience

Courses:

BUS210	PRINCIPLES OF ACCOUNTING I
BUS212	PRINCIPLES OF ACCOUNTING II
BUS361	BUSINESS COMMUNICATION
BUS371	BUSINESS STATISTICS I
BUS 201	PROFESSIONAL DEVELOPMENT FOR BUSINESS
BUS211	PRINCIPLES OF ECONOMICS
BUS311	PRINCIPLES OF FINANCE
BUS314	PRINCIPLES OF MANAGEMENT
BUS431	LEGAL & ETHICAL ENVIRON OF BUS.
BUS490	BUSINESS STRATEGIES & POLICIES
BUS215	PRINCIPLES OF MARKETING

BUS 252	SPORTS MANAGEMENT
BUS 300	INTRO TO HEALTHCARE MANAGEMENT
BUS 322	MONEY AND BANKING
BUS 255	CUSTOMER SERVICE MANAGEMENT
BUS 353	INTRODUCTION TO PUBLIC RELATIONS
BUS 360	ENTREPRENEURSHIP
BUS 358	SALES MANAGEMENT
BUS 435	OFFICE MANAGEMENT
BUS 492	ORGANIZATIONAL BEHAVIOR
BUS 356	HUMAN RESOURCE MANAGEMENT
BUS 254	INTRODUCTION TO HOSPITALITY MANAGEMENT
BUS 362	LABOR MANAGEMENT
BUS 445	MARKETING RESEARCH
BUS372	BUSINESS STATISTICS II
BUS 460	OPERATIONS MANAGEMENT
BUS 499	BUSINESS CAPSTONE (JR OR SR STANDING)

Faculty

Selma University employs highly qualified faculty that possess the academic credentials, skills, vast experience, and knowledge base necessary to deliver educational experiences to promote student leadership and an understanding of contemporary business practices. The faculty possess the dedication and servant leadership qualities to provide personal attention and guidance to students, as well as a commitment to continuous curriculum development; utilization of technology to enhance instructional delivery; and emphasis on extracurricular activities that enrich classroom instruction.

Faculty Members:

Glenn King, Jr, Ph.D

Elizabeth Rutledge, MS

Tamika Rutledge, MS

Courtney Washington, MS, Doctorate in progress